

**Adventures in
Content Marketing:
A Story**

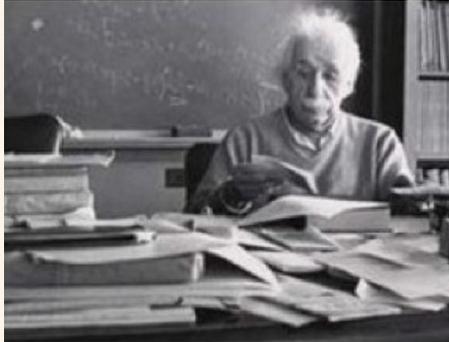
This is my story.

It won't take very long to read, I promise.

You can read it in less time than it takes to drink a coffee. Here, let me pour you a cup.



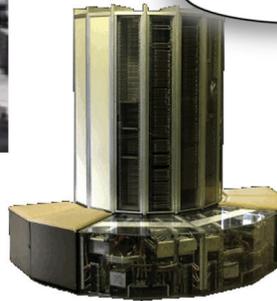
All settled in? Great. Let's go!



Dad (approximate likeness)

Me (actual likeness)

First word:
0110110101100001
0110110101100001



Cray-1 Supercomputer,
aka, "my nanny"



Toy chest contains: Erector sets, Lincoln logs, Chemistry set, and the Muppets Original Soundtrack album.

Once upon a time, a little girl
lived in a magical Land of
Zeros and Ones.

But the thing she loved more than anything was

stories.



So she read all the stories in the children's library, and then she read all the grown-up books she could find.



She loved stories so much, she started collecting them: books, movies, theatre, tv. She really was quite voracious.



Disclaimer: Not my actual feet

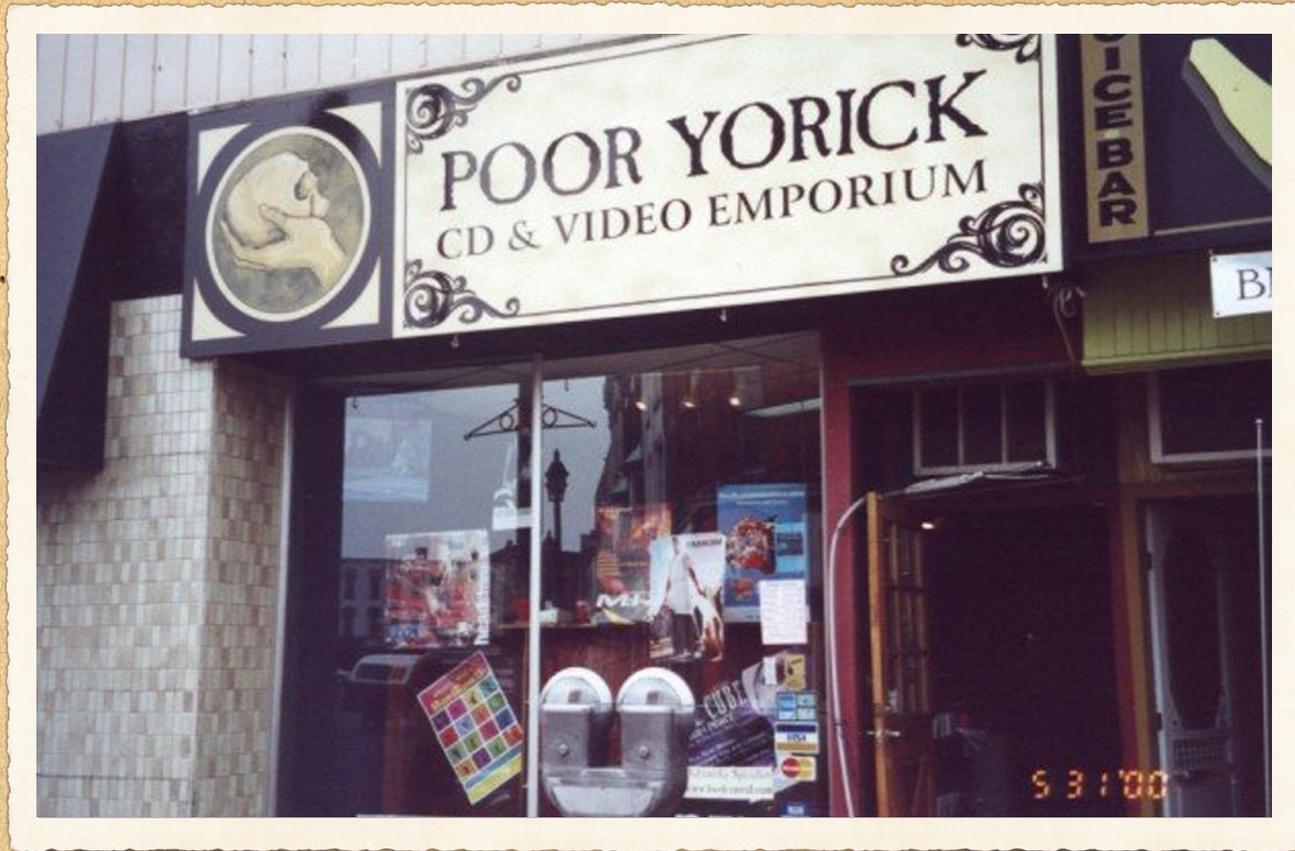
And of course, it didn't take very long for her to start writing them, too.

But this wasn't enough for her. She grew restless, and as time passed, just reading and writing stories wasn't enough.

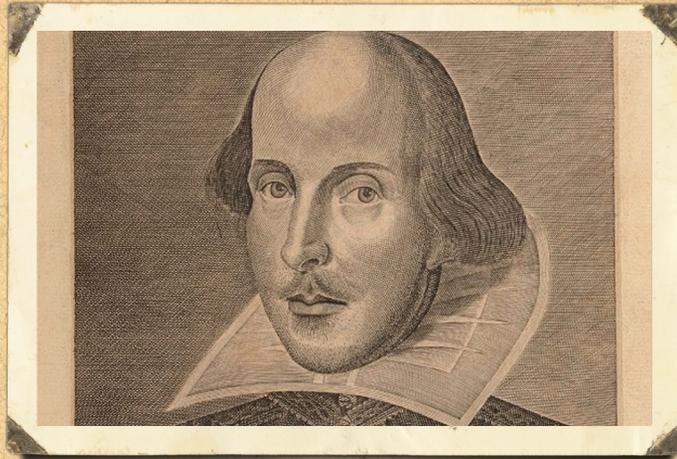
She felt like there was more for her to learn, more stories to be discovered.



So she travelled. She learned the stories of people all over the world. Then she stopped to teach, which was another way of telling her story to others.



She had more stories to share,
so she created a place where
people could find stories and
songs that spoke to them.



Not my **worst** date



3,000+ Shakespeare-related SKUs

Customers in 42 countries

10 years in business

Shakespeare made fun for 100s of thousands

She also created a Shakespeare video catalogue, which helped teachers and dramatists and other story lovers tell the world about Shakespeare. He was a pretty darned good storyteller, too.

And a funny thing happened. The little girl remembered the Land of Zeros and Ones, and that helped her businesses grow.

She discovered she could do things other people thought were difficult, like programming modules for her POS system and building eCommerce websites from scratch.

When it came time for her to return to the real world, she had changed. She was no longer the storytelling girl from the Land of Zeros and Ones.



She was **Content Manager**.

It was a brand new world, and the little girl found
she could tell stories in whole new ways.

She travelled through the lands where the Giants
of **Telecommunications**, **Television Broadcast**
Manufacturing, **Retail** and **Pharmacy** lived.

"WANNA
KEEP 'EM
HEALTHY?"

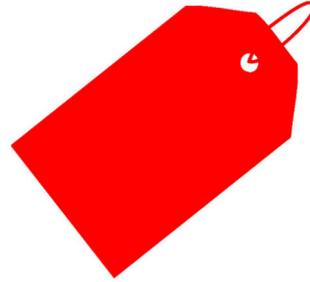
**OVER POSTING
DESTROYS ENGAGEMENT!**

SAVE



She wanted to tell even more stories to even more people. So she fed on Social Media Strategy, which gave her the power to reach them.

Social Media Campaign for prominent North American turkey brand (Canadian Division)



Social media and startup marketing for a national eCommerce marketplace

Social media & contests for an International Candy Brand

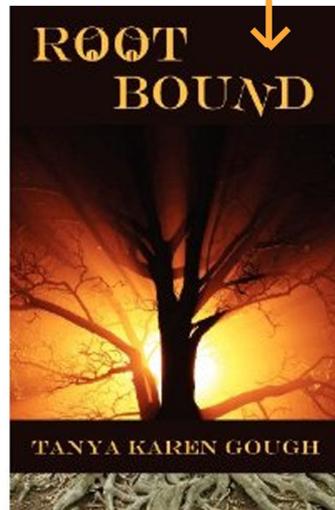


Interactive story concept and copy for an internationally beloved children's toy brand...



Mommy Blogger media campaign for a major American dog food brand

Shameless plug of self-published children's fantasy novel



Since then, she's helped many different Giants tell their stories.

Everyone has a story to tell.
Let me help you tell yours.

Services:

Looking to fill a one-off project or need to fill a staffing gap? That's where I come in. I'm an experienced, multi-disciplinary content and social media strategist and manager. I'm here to help.

Content: Strategy, Management, Marketing

Social Media: Strategy, Management

Copy: Writing, Editing, Proofreading

Brand: Identity, Marketing

Also Lots of: Cool Interactive Stuff

And: Pitch decks, Information Architecture....and more

I offer reasonable rates and quick turnaround times.

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